www.supportrecruiting.army.mil.

- Not just an Army challenge A challenge for the nation... How can you help?
 - Support a youth's decision to join the Army.
 - Step forward and serve.
- to grow to 1 in 4 by 2015. Public support to Soldiers remains strong. However, need more Americans to:
- years old currently overweight, compared to 1 in 20 in the 1960s. Projected
- Picreased obesity rates among our nation's youth one in five youth 12-19
 - One in five youth fail to graduate high school
 - enlistments. Fewer than 3 of 10 17-24 year old youth are fully qualified.
 - concerns about risk.

 Historically, an increase in unemployment has resulted in an increase in Army
 - We have seen increased youth propensity to enlist; however, parents have
 - lenges as we recruit for the All Volunteer Force.

 We are recruiting during a period of persistent conflict.
- Recruiting success continues in FY 10, but the Army and the nation still face chal-

Key Messages

Mrmy Reserve against a goal of 1,714 (110.7%).

Fiscal Year 2010 Accomplishments: As of 26 March 2010, we have recruited

Fiscal Year 2010 Accomplishments: As of 26 March 2010, we have recruited

(accessed) 36,729 Soldiers for the active Army Aeserve against a goal of 9,2610 (07.5%).

20,000 in Apr FY10)

March 2010 Mission Accomplishments: We recruited (accessed) 6,615 Soldiers for the active Army against a monthly goal of 6,889 (103.5%) and 1,898 Soldiers for the

Fiscal Year 2010 Missions: Active Army 74,500; Army Reserve 17,000 (reduced from

U.S. Army Recruiting Command

Enlistment Benefits

Active Army

- Enlistment bonuses totaling up to \$40,000 for an enlistment of 4 or more years
- Up to \$65,000 to repay qualifying student loans
- Up to \$4,500 a year in tuition assistance while serving

Army Reserve

- Enlistment bonuses totaling up to \$20,000
- Mobilization stabilization while in college (ECS)
- Up to \$40,000 to repay qualifying student loans
- Up to \$4,500 a year in tuition assistance while serving

Airborne Bonus (NEW)

There is a \$1,000 bonus for qualified non-prior service applicants who enlist for an eligible MOS with the Airborne training option. This bonus may be combined with other incentives. This bonus was introduced in April 2010.

Regular Army First enlistment option (REINSTATED)

The Regular Army First enlistment option allows non-prior service applicants to enlist in the active Army for three years plus training and then complete the remainder of their eight-year service obligation in the Army Reserve or National Guard. (NOTE: This program was suspended in June 2009, but reinstated in April 2010.)

National Voter Registration Act

According to the National Voter Registration Act, Armed Forces recruiting stations will be locations where all U.S. citizens may obtain and fill out voter registration applications. Citizens may elect to take the application home to be filled out or accomplish the task in the RS with assistance from RS personnel. In addition, all prospects will be asked during the initial face-to-face interview if they are registered to vote. (Reference USAREC Msg 10-094.)

These key messages are provided to help Recruiting Command personnel respond to questions from the general public and the news media. For current key messages and additional talking points, go to the GV/9 Page on the USAREC Intranet Portal or call (502) 626-0167/0164. This product is also available online at

Produced by the USAREC G7/9 Public Affairs Division - April 7, 2010

.Daracebook.com/USAREC.

U.S. Army Recruiting (USAREC) now has a Facebook page available to everyone at the below address. This is a great tool to keep up with news, resources, events and information about all things related to Army recruiting. Check it out, and become a fan at:

U.S. Army Recruiting Command on Facebook

Records Office. Until that date, all birth certificates will remain valid.

On July 1, the Vital Statistics Record Office will begin issuing new birth certificates incorporating state-of-the-art technology to limit the possibility of document forgery. As it currently stands anyone scheduled to ship on or after July 1, will have to have the new certificate. USAREC G3 is advising that all members of the DEP/DTP have a DD 372 new certificate. Specificate (G3 is advising that all members of the Seference USAREC G3 is advising that all members of the DEP/DTP have a DD 372 new certificate. Reference USAREC G3 is advising that is not affected. Reference USAREC Msg 10-108.

A new law to become effective July 1 will invalidate all birth certificates issued before that date by the Puerto Rico Health Department, through its Vital Statistics

Puerto Rico Birth Certificates

each other with dignity and respect.

ignore the law that now governs that policy.

One of the seven Army values is respect and it is expected that all Soldiers treat

We do not address sexual orientation when recruiting Soldiers so we anticipate no impact on Army accessions at this time. Our goals remain unchanged, to recruit the best qualified to serve our Army. Current policy remains the same until the law is changes. While the commander in chief has made a renewed call to repeal the Department of Defense's 'Don't Ask, Don't Tell' policy, he has also stated that the military must not

AAC Public Affairs Guidance on Don't Ask/Don't Tell

USAREC Commanding General's Enduring Priorities

The command will succeed or fail as a Team.

None of us can do this alone. Teamwork is key to continued success.

Quality of life

The quality of life of USAREC Soldiers, Civilians and Families is every bit as important as the annual recruiting mission. We take care of our people; they take care of the mission and our Team becomes stronger.

Discipline with Army Values

As the Army's trusted ambassadors to the American public, recruiters must be disciplined and adhere to the Army Values and Warrior Ethos at all times.

Communicate and enforce standards

Standards must be clearly communicated and enforced at every level of the command. Adherence to standards is the hallmark of a quality organization.

Transformation

Pinnacle/Human Resources Center of Excellence - Developing and integrating best practices in recruiting to move us forward into the future, constantly improving our organization and embracing transformation as a way of life.

USAREC Vision Statement

"America's Army Starts Here"

An All-Volunteer Team Sustaining an All-Volunteer Army — A Mutually Supporting Relationship with Families & Communities Enabled by a Network of Shared Knowledge Using Leading Edge Technologies & Premier Recruiting Practices.

Did You Know?

- In Fiscal Year 2009, Soldiers completed 1,469 Associate Degrees, 1,591 Baccaulaureate Degrees and 962 Graduate Degrees.
- The Army spent a total of \$219.5M on higher education tuition assistance in Fiscal Year 2009.